

Negotiation checklist



B2B, exhibitions



Objective: To provide full preparation for negotiations and participation in the exhibition, including documentation, materials and logistics.

No	Action	Responsible	Deadline	Status
1	Register for the event / confirm participation	Marketing Coordinator		
2	Prepare presentation materials (booklets, catalogs, business cards)	Marketing		
3	Update the company's presentation and sales offers	Export Manager		
4	Schedule meetings with partners (in advance)	Sales Manager		
5	Coordinate and book a stand	Project manager		
6	Prepare logistics of the stand, samples and materials	Logistics		
7	Arrange translation of the presentation and distribution (if necessary)	Translator / Marketing		
8	Create a communication Plan: who and what they talk about at meetings	Sales team		
9	Assign responsibility for each area	Head of department		
10	Prepare demo materials / videos / cases	Product Manager		
11	Collect information about potential partners	Analytics Department		
12	Create a follow-up plan: letters, reports, proposals	Negotiation Manager		



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